

JOHNNY BRAVO

Mini bible - revised

June 21, 1996

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SERIES CONCEPT

IN A NUTSHELL...

Johnny Bravo follows the adventures of a man who believes he's the best at everything -- the best ladies man, the best martial artsman, and the best son. The problem is, his ego keeps getting in the way. Because of that he's not the best at anything -- and never figures that out.

AN ELABORATION...

Johnny is a lone wolf. A rebel. Sometimes he's "rescuing" his eccentric Mama, or saddled with his precocious neighbor Little Suzy, but usually he's out in the world on his own, encountering new foils for his hubris -- whether it be a sexy girl, a tough guy or an ingenious animal.

Johnny's hare brain schemes usually fail. Sometimes he succeeds accidentally. Either way it's entertaining. We root for him to win, but we enjoy seeing him get his comeuppance when he fails.

Johnny is endearing. Even at his narcissistic worst, Johnny's charm, single-mindedness and playfulness practically force you to love him.

And that's all he really wants.

THE SETTING

Johnny lives in the somewhat nondescript town of Aron City. It has all the trappings of a larger city, it's just that the pace is slower. This helps to accentuate the outlandishness of Johnny Bravo. In Aron City, you might say he's a bit of a bull in a china shop.

Not every episode takes place in Aron City, though, because a character as big and brash as Mr. Bravo will not be bound by silly city limits. In fact, Johnny finds himself all over the world... usually in some very precarious and hilarious situations.

The one major fantasy element in Johnny's world is that the animals talk. They have the ability to stand up on their hind legs, they have opposable thumbs, and some are even smarter than Johnny. However, this doesn't mean you'll find elephants serving sodas in a soda shop. The animals will be seen in traditional roles -- in the wild, at the zoo, as pets, or in the circus. Unless they escape, of course. Johnny is oblivious to their status -- he sees animals, like everyone else, as just another help or hindrance to whatever quest he's currently driven to pursue.

JOHNNY BRAVO

At first glance, Johnny Bravo is an impressive individual. He has an incredible physique complete with deluxe muscles, chiseled features and a fabulous wedge of golden blond hair. He looks like he was born and raised on Muscle Beach... however, looks can be deceiving.

The fact is, Johnny used to be a ninety eight pound weakling. But this weakling had a dream. Johnny knew if he worked hard enough at perfecting himself, he could be exactly what he wanted to be - a chick magnet.

As part of his plan, Johnny answered a lot of those ads you might see in the back of magazines. By reading books like "How To Meet Women," "What To Say To Girls" and "The 'What's Happening To My Body Book' For Boys," Johnny learns it's best to be politically correct. He just doesn't know what politically correct means.

While Johnny may not be the best trained Don Juan, he does truly try to help women and, at times, his intentions are even appreciated -- like when he offers to help a zookeeper find a lost gorilla or a girl win a dance-a-thon contest.

But being a ladies man is certainly not the only thing that makes Johnny tick. He fancies himself to be the strongest, bravest, coolest, most capable guy on the planet. For example, he's the only man to have ever earned a black belt in every martial art!

Being a loner means that Johnny doesn't have time to hold a full time job. Besides... Johnny's full time job is being Johnny. Needless to say, that doesn't pay very well... so it's a good thing he still lives at home.

Johnny might come off as an arrogant boob, were it not for his macho honor, unwavering respect for his Mama, childlike enthusiasm and his desperation to please.

MAMA

Mama, or Bunny Bravo, is a sweet, eccentric woman with a gigantic enthusiasm for life. Completely project oriented, she throws herself head first into any hobby, mission or goal, steamrolling through it with infinite energy.

On the occasions when she throws her immeasurable enthusiasm into improving her son, there's no escape for Johnny. She loves Johnny, and when she's inclined to help him find the right woman, change the way he dresses, or adjust the manner in which he treats ladies -- it's a disaster in the making. She's an irresistible force, and Johnny is an immovable object.

In the same way Johnny wants to be the best at everything, he wants to be the best son. He is incapable of denying his mama's whims -- whether it means taking her camping, traveling to the country to help her brother, or baby sit all her friends' kids. What Mama wants, Mama gets, regardless of whether Johnny can provide it or not.

Johnny not only caters to his Mama, he's also extremely protective of her. Even though Mama is quite capable, and can take care of herself, Johnny assumes she's helpless without him. And, of course, whenever he tries to "fix" things, they usually get much worse before they get better.

LITTLE SUZY

At eight years old, next door neighbor Little Suzy is all impulse and no thought, making her the only person in Johnny's universe who is at his emotional and intellectual stage.

Little Suzy wants a playmate, and she's decided on Johnny, and that's that. With big eyes, an innocent voice and precocious manner, she's forever wrangling her way into Johnny's adventures. And Johnny, being the perfect neighbor he is, can never seem to free himself of her.

In a way, she's the Dennis the Menace to Johnny's Mr. Wilson-- always popping up at the worst times. Her arrival adds another level of difficulty to whatever Johnny's attempting to do: be it climb a mountain, beat a martial artist or pick up a chick. If Johnny is teetering at the edge of the cliff, she'll bound into his arms to say "Hi! Watcha doin?," and send both of them hurtling into the abyss.

She has the ability to call Johnny's bluff, which makes her even more irritating and unsettling to Johnny. She knows Johnny's not perfect, and he knows she knows it. When she's around, the whole world can see Johnny as the child he truly is.

THE STORIES

Sure, JOHNNY BRAVO stories deal with Johnny as an egotistical, woman-chasing kind of guy. But Johnny's deeper than that and the stories will reflect it. It's Johnny quest for perfection that motivates him and drive the stories -- whatever adventure Johnny finds himself in.

If Johnny's mom needs something, he will go to any ridiculous length to oblige her. If she's learning to sky dive, Johnny will jump out of the plane without a parachute to get to the ground first and cushion her landing. If she wakes a hibernating bear, Johnny will take it upon himself to try and put the giant creature back to sleep.

If Johnny is trying to impress a new woman, he will try to be the perfect man to snare her, but it's almost always misdirected. If she's a vegetarian, he'll serve the perfect steak. If she's literate, and feminist, he'll read her limericks from one of his pick up books.

Everything Johnny does, regardless of the situation, puts him a little further from his goal.

Johnny has a tremendous sense of loyalty to his family, and a misguided sense of chivalry towards women. He will always step up to the plate to help his Mama, or a damsel in distress... whether they need him or not.

Even though Johnny Bravo is a one man army, each character around him is a chink in his armor and a window into his vulnerability. Mama, Little Suzy and all the characters he encounters bring more trouble into Johnny's life than he can handle.

Whether Johnny gets squashed, rejected, or burned to a crisp, he always comes back with a clumsy, big-hearted attempt to get back in the game. And after all, isn't that how we all wish we could be?

PREMISES

6/21/96

(Mama Stories)

"BEAR-LY ALIVE"

Mama has decided she's into camping, and when Mama decides she's into something, that's that. Johnny, flashing images of his Mama in trouble - in the mouth of a bear, chased by a cougar, pursued by vultures - immediately assumes himself into the deal. Johnny, of course, believes he knows everything about camping, because he studied the "Mr. Ranger Guide to The Perfect Woodsman."

They aren't in the forest for more than 15 seconds when Mama, curious what a snoring noise was, wakes a sleeping bear. Johnny assumes he's going to have to fight the bear. Unfortunately for Johnny, it's not that simple. The bear, who talks and acts like Forrest Gump, falls madly in love with his Mama. ("That's my Jen-nee" becomes "That's my Bun-nee!"). We have some fun with the Gump voice and mannerisms, but it's background funny -- not the story.

According to the woodsman book, "A hibernating bear will fall in love with the first female he sees upon waking up." Mama, of course, thinks this is all part of her camping experience, and besides... the bear is adorable. He's delightfully slow... Grizzly Gump. What's not to love?

Reading the book more, Johnny learns the only way to break the love spell is to get the bear back to sleep. So, as the bear pursues Mama, Johnny tries everything he can to get the bear to go to sleep. Hypnosis, John Tesh albums, Public Television, and more. And, just as it looks like Mama might marry this bear, Mama convinces Johnny and the Bear to get to know each other better. As Johnny talks about himself, endlessly, the bear finally falls asleep.

Johnny grabs the sleeping bear and brings him to his cave. Mama, seeing the bear gone, shrugs "Ah well!" and immediately turns her attentions to something else. As Johnny puts the bear back to bed -- he slips. The bear's pillow lands on Johnny's chest, the blanket covers him like a shawl and, as the Bear wakes, he sees Johnny -- as a woman -- and falls madly in love with him/her.

And the bear chases Johnny into the sunset. (VP/SM)

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MAMA PATROL

An old woman sleeps as a gloved hand moves in from the shadows. It moves closer, closer... then past her. It opens into a paw, revealing claws, and grabs a big ball of yarn. The lady screams as the yarn is stolen. Her screaming face is on the cover of the Aron City Times with the headline reading... "CAT BURGLAR STRIKES AGAIN!"

Mama, appalled that no ball of yarn is safe anymore, decides to form a citizen patrol. She calls a few friends (and we can just imagine what that means) and in no time, there's an entire mob of people at her door ready to patrol the streets looking for the Cat Burglar.

Johnny thinks these people are nuts. After all, the Cat Burglar is a professional burglar - he's got high tech "Batman" like weapons that help him do what he does. They could get hurt, or something. Besides, it's not as if they're as smart, strong or as beautiful as he is. But Mama, believing that communities need to stick together, is going to catch that burglar with the Mama Patrol.

The Patrol turns into almost a militia movement and as Mama tracks the Cat Burglar (who is throwing traps, anvils, runaway cars and anything else he can find, at her) Johnny is constantly shadowing her, getting in between danger and his Mom. Most of the time, face first.

The Patrol/Militia, however, mistakes Johnny as the Cat Burglar during their nighttime patrol. As they pursue him and eventually capture him, Mama subdues the Cat Burglar the way any cat could be subdued... with a combination of catnip, rubbing his hair the wrong way, and a bath.

In the end he admits, almost Oprah, like that he's addicted to Yarn, and they decide to take pity on him - if he returns what he stole. The final shot is Mama, the old lady, and the Cat Burglar together at a table, knitting, with the cat exclaiming "So this is what you use this stuff for!" Outside, through the window, we see Johnny - still dangling from the trap he was captured in... (SM)

(Suzy stories)

THE GIRL SCOUT

While trying to earn merit badges in First Aid for her Girl Scout troop, Little Suzy interrupts Johnny's beauty sleep so that she can use him as a Guinea Pig for her exercises. As hard as Johnny tries to escape the tasks at hand, Little Suzy continuously finds him and gains merit badges. This turns Johnny's nap time into a stomping ground for snakes, fires, tourniquets, and other dangerous predicaments. Suzy eventually turns Johnny into a mental wreck, earns all of her merit badges for the week, and then tells Johnny that she'll be back the following week for more practice. (VP)

THE BIRTHDAY PARTY

While on his way out the door, Johnny is accosted by Little Suzy who asks him if he would like to come to her birthday party. Johnny is not interested because he is on his way to the bookstore so that he can be one of the first ones to buy the new Cindy Crawford Supermodel Calendar. Little Suzy tries to entice Johnny by telling him that Cindy Crawford is her cousin and that she will be at the party. Johnny doesn't believe her and tells her that he's not interested. Suzy is saddened and leaves Johnny alone.

Just then a limousine pulls up in front of his house. A group of paparazzi jumps out, Cindy Crawford walks out, the group of paparazzi take her picture then jump back in the limo. The limo speeds off as Cindy is left standing there with her Barney Fife bodyguard. Little Suzy runs into her arms and the two go into the birthday party already in progress.

Johnny, more interested in meeting the real Cindy Crawford, decides to go to Suzy's party, but must first get past the highly trained bodyguard since he's not on the party list. Johnny goes through a series of ill-advised plans to get past the bodyguard but is foiled time and again because each of his schemes become more asinine as he goes along.

Johnny finally makes it in dressed as a big fuzzy dinosaur but is foiled when he discovers Cindy has already left the party. Johnny is then stuck at the party that he didn't want to go to in the first place. (VP)

(Johnny stories)

GOOD NIGHT JOHNNY BOY

On a visit to the country to see his Uncle Bubba, Johnny finds out his farm is about to be foreclosed for back taxes. A pencil necked geek of an IRS agent has given Bubba just three days to come up with \$5000... or it's curtains.

Bubba sighs - Ten years ago he would have entered the "Aron County Rodeo," but those days are over. Johnny immediately assumes he can do it, and win, and enters. Bubba's doubtful - it's not as easy as it looks - but once Johnny assumes he can do something, there's no dissuading him, even with the facts.

At the rodeo, everything Johnny does goes wrong. While assuming he's the best at lasso, he accidentally ropes an ornery mule named Bert who pulls him in - back end first - and smacks him back and forth like a paddle ball.

There's a square dancing competition where the rodeo barker makes things up as he goes along. Johnny wants to dance with a pretty farm girl but... fat chance. The barker tells the females to "Swing your partner, like I said, pound a mallet to his head..."

There's a cow milking contest where Johnny gets to milk... a flirtatious Cow. The Cow moos delightfully as Johnny milks her (Milk going every where, laying mustaches on everyone). Hearing her cow friend moo, a Second Cow with a Jewish accent looks at a rodeo official and says "I'll have what she's having." The Mule gets a mustache, and kicks Johnny off screen.

The final contest is the bull riding competition. Johnny, all duded up, has to ride a really angry Bull. In slow motion, the Bull does everything he can to make Johnny fall off in 8 seconds and it looks like Johnny's going to hang on, until the Bull pulls the girl Johnny danced with from the crowd and makes her give him a kiss. Johnny drops off.

The Bull is laughing, until Johnny's new female Cow friend arrives... very mad. She gets on top of the Bull, rides him for 8 seconds, pounds the living crap out of him, throws him behind Bert the mule, who kicks him so hard he lands as hamburger patties on some guy's grille. The flirtatious Cow is named Rodeo King.

Johnny, dejected, sighs that he failed, when the barker announces "second place - best rodeo clown and a check for \$5000 goes to... Johnny Bravo!" Next thing we see is Johnny, dressed as a rodeo clown, handing a check to the IRS agent in front of his uncle Bubba. He snarls at the screen "What are you looking at?"

Bert honks his big rodeo clown nose, and kicks him out of sight. (SM)

STUNT BOY

Johnny is walking around Aron City when he sees movie trucks and trailers for "The Abominator," starring his all time favorite muscle guy, Klaus Van Darn It. To a wayward spectator, Johnny wistfully moans, "Oh, Man. I'd do anything to get a chance to get to know Mr. Van Darn It!" Johnny, it turns out, worked out to his video "Darn Your Body" when he was buffing up. There was one secret Van Darn It did not reveal in his tape - the secret to the perfect body - and Johnny hopes to wrest it from him in person.

When a stunt man, who is the biggest wuss in the world, sprains his pinkie in a stunt (an exaggerated scene where magnifying glass after magnifying glass is used to finally see the world's tiniest bruise), Johnny sees his opening.

An over-the-top director wishes aloud for someone as big as Mr. Van Darn It (Johnny poses in front of Klaus), as strong as Mr. Van Darn It (Johnny bench presses a surly teamster) and as dumb as Mr. Van Darn It (at which point, he notices Johnny). Once again, Johnny's ego assumes him into a situation he's not prepared for. Johnny convinces the director he's the best stunt man in Aron City (if not the world) gets told to "Go with it! Perfect! You've got the job, Chickie!"

In scene after scene, movie parody after movie parody, Klaus acts like a hero and then steps out of danger at the last possible moment. Then Johnny steps in. He is sucked up by a tornado and sent to OZ. He's squashed by a Tyrannosaur foot.

Zapped by aliens. In a completely exaggerated version of "Golden Eye" and "Eraser," Johnny leaps out of a plane trying to catch a parachute, grabbing it and putting it on just in time to plow head first into Mr. Darn It's trailer while he's getting a pedicure.

At the premier, Johnny sits next to Mr. Van Darn It. We see the efforts of Johnny's work... in obvious shots with Klaus safe and Johnny taking it hard. We then see Johnny - all banged up from the last stunt - completely covered in bandages and casts. As Johnny and Klaus exit the theater, Klaus explains that Johnny did such a great job he's going to tell him his secret to the perfect body.

"Never put yourself in harms way." And with that, an adoring crowd tramples over Johnny to get to Klaus. (SM)

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MR. MAMA

Johnny is jogging through the park, not having a lot of luck meeting women. Meanwhile, an average looking guy is doing real well with the ladies, because he has an absolutely adorable two year old boy with him. The guy babysits, so he can meet women.

Inspired, Johnny runs home and asks Mama if she knows anybody who has a kid they need to "dump off" for a few hours. Mama knows a few people who'd been

meaning to get together and head out to a local Indian Casino for ages -- and after making what seems like a hundred calls -- the door bell rings.

There are about 12 kids of all ages, shapes and races dropped off by parents and grand parents of a variety of creeds, color and sex. Mama knows a lot of people, apparently, and a lot of them have kids. She waves bye-bye to Johnny and a bus takes off with her and the other adults. They'll be back at 5pm, and want their kids waiting for them.

All the kids start bounding up and down excitedly. They want Johnny to take them to the Aron City Carnival. Under a waterfall of "please, Mister Johnny!" he relents. Besides, it's a very public place and Johnny wants to be seen being sensitive by as many women as possible.

As soon as they get to the front gate of the Carnival, Johnny says "Now remember, let's all stay in a..." (they disappear in a puff of smoke) "group." Free of the kids, Johnny makes a move on what, from the back, seems like a hot babe, but turns out to be a bearded lady. It is then that he is asked by a woman if those are his kids dangling from the Burgerland Falls. It turns out that the Carnival is everything about Carnivals you've grown to fear. Rickety rides, rigged games of chance, and freaks.

Johnny's hopes of being sensitive are dashed when his responsibility is turned towards falling all over himself to protect the kids. He pulls one out of the way before the fat lady sits on her, holds together a roller coaster with his hands and feet, tries to win a doll for a little girl (ends up spending \$100 to win a \$5 doll), hits the "strong man bell," etc, etc, etc. In a Carnival for kids, Johnny's having as much fun as he is grief.

Every time he gets the kids rounded up in a group, they disperse in all directions. It's getting close to 5pm, and Johnny needs to keep the kids together and haul butt back to the house. He spies a woman walking a dog on a leash, smiles devilishly and the next shot is him, 12 kids on leashes, rolling through the park like a dog sled driver.

The one woman he was trying to impress sees this - screams at him for his insensitivity - and turns her back on him. He gets home, just in time for the parents to arrive. He's beaten, tired and dateless. Just before he passes out in the chair, the little girl gives him the doll back, and kisses him on the cheek. "See you tomorrow Mister Johnny!"

Mama has volunteered him again... (SM)

THE DANCE-A-THON

Johnny meets an incredibly hot woman at a salad bar, who is obviously upset about something. It turns out her partner in the annual Aron City Dance-A-Thon left her for another partner. Not only is she recently dumped... but now, she doesn't have a partner for the event, which is this weekend.

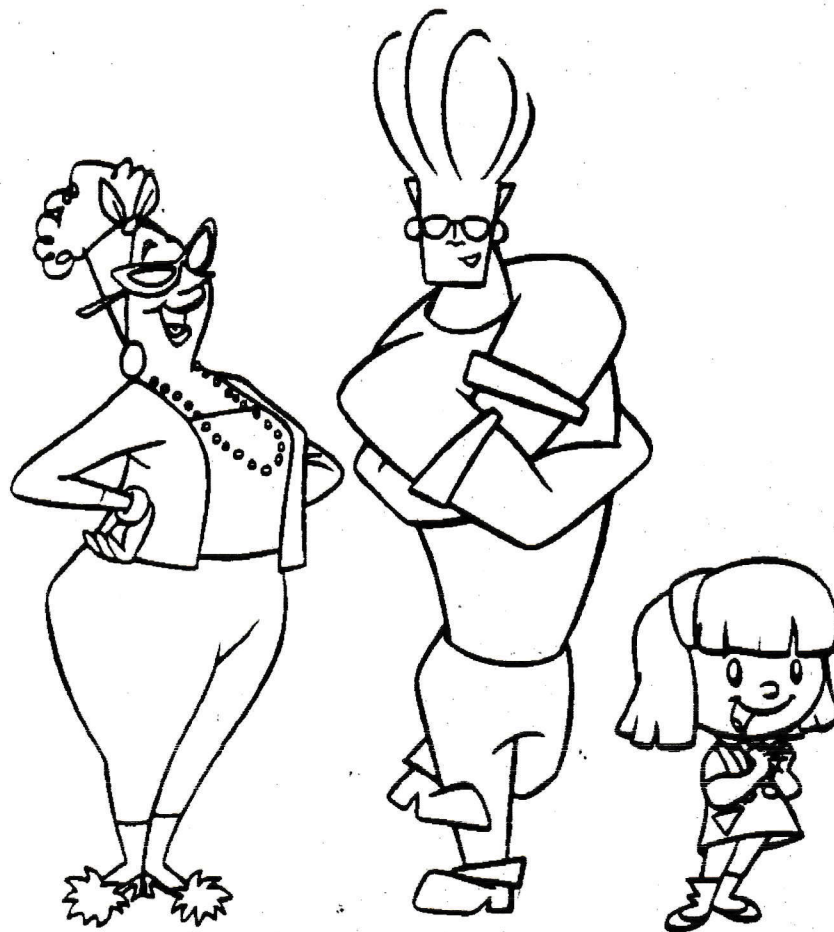
Johnny, sensing an opportunity, explains that he's just the guy to replace the heel who dumped her. She looks him over, pointing out that he doesn't have a dancer's body. But Johnny overwhelms her with braggadocio, and convinces her to let him be her partner. Besides, beggars can't be choosers.

The night of the Dance-A-Thon, Johnny meets the ex boyfriend. Johnny points out he doesn't like it when men treat the chicks poorly -- it makes 'em all surly for the next guy who comes around. The boyfriend, a snobbish, artsy-fartsy type named Max wearing bright pink leotards and spandex, challenges Johnny to outlast him. In a room full of people dressed for the occasion, Johnny sticks out like roadkill.

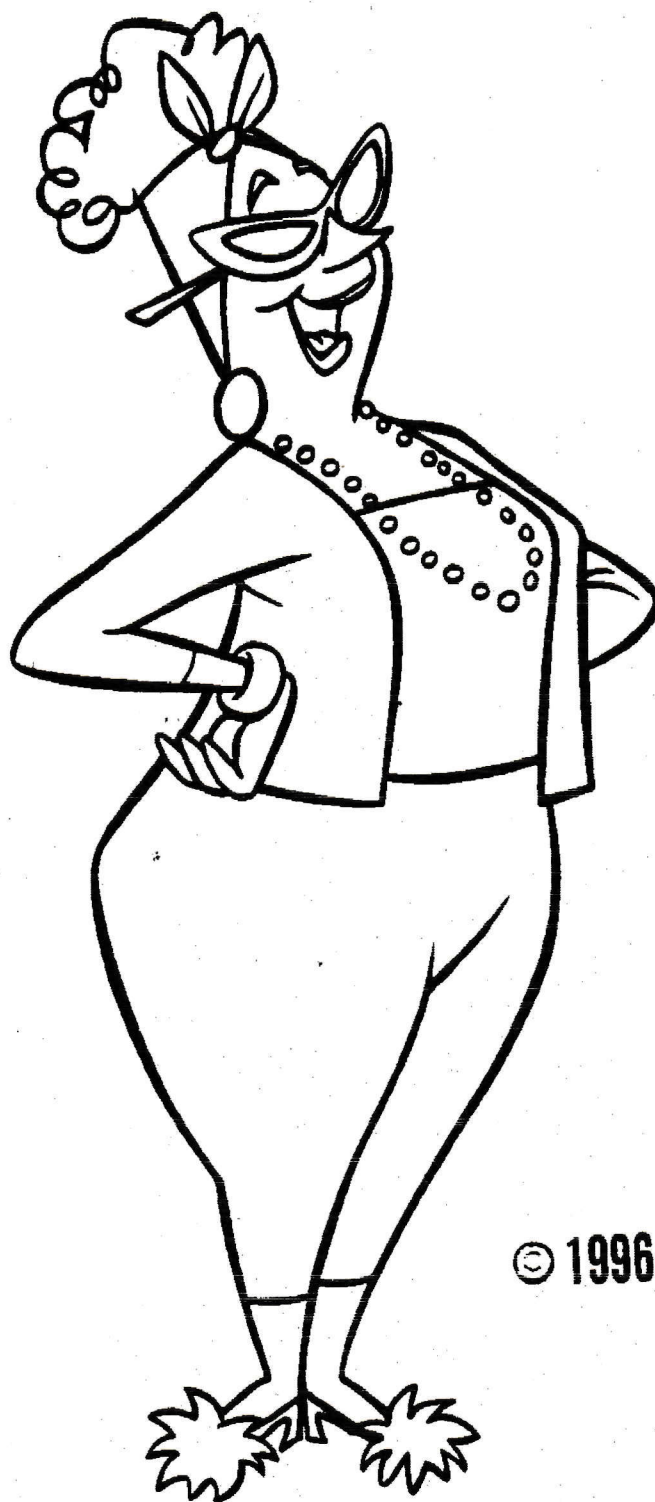
Needless to say, Johnny can't dance. But the point of a dance-a-thon is to keep dancing, not necessarily dance well. And when Max figures out that what Johnny lacks in skill he may very well make up in stamina, he starts throwing things in the way of Johnny. Tacks on the floor. Marbles. Weights on his shoulders. If Johnny stops dancing with the woman, he loses.

Just as it looks like Johnny's dead on his feet, floundering during a ballet moment, he trips on a wire, spilling some water near a plug, and takes a big ol' shot of electricity. Spasming epileptically, a DJ reacts off Johnny picking up the tempo and Max can't keep up. Max drops to the floor just as Johnny stops... a carbon-covered smoldering shell of what he is. However, accidentally, he has won.

The woman gives Johnny a big kiss, as a jolt of leftover static electricity jolts her to her knees. Johnny smiles - "Hey, when you got it, you got it, baby." (SM)

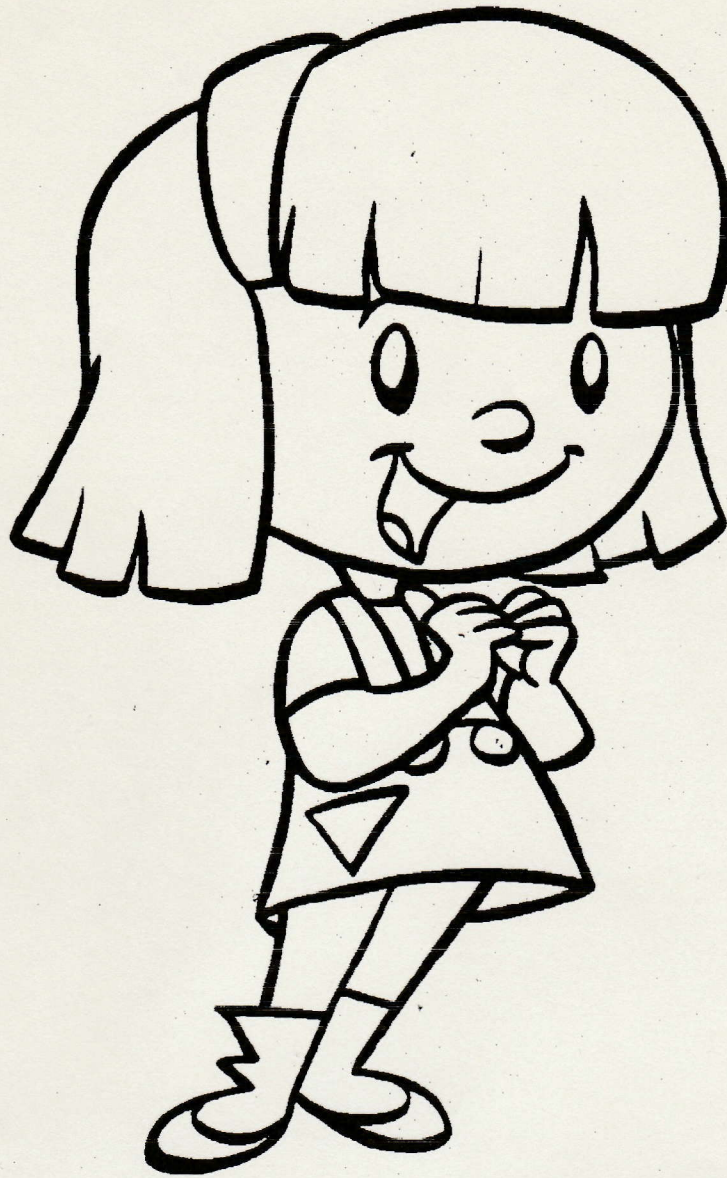


JOHNNY
BRAND



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BUNNY BRAVO



LITTLE SUZY